



2016 College GO! Campaign

Indiana Commission for Higher Education

Overview

- **College GO! Background and Goals**
- **What's New This Year?**
- **2016 College GO! Action Plan**
- **Timeline**
- **Discussion**



College GO! History

- **One of three annual statewide campaigns.**
 - College GO! – Fall
 - Cash for College – Winter/Spring
 - Career Ready – Spring/Summer
- **Campaign Principles**
 - College success focus
 - Specific, practical steps for students at all levels
 - State driven, locally led



College GO! History

- **Indiana's College GO!**
 - Started in 2009 with a focus on high school students, later expanded to all K-12 students
 - Officially kicks off the **last week of September (26-30)**
- **College Application Day**
 - Started in 2004 in NC, expanded to all 50 states
 - National College Application Day: **October 21, 2016**




College GO! Student Goals

- **K-8 Students:**
 - Increase aspirations for higher education
 - Support college and career exploration
 - Encourage enrollment in 21st Century Scholars (7th/8th)
- **High School Students:**
 - **9th grade:** Create a graduation plan
 - **10th grade:** Complete a career interest assessment
 - **11th grade:** Visit a college campus
 - **12th grade:** Apply to college (*using e-Transcript*)



Scholar Success Program



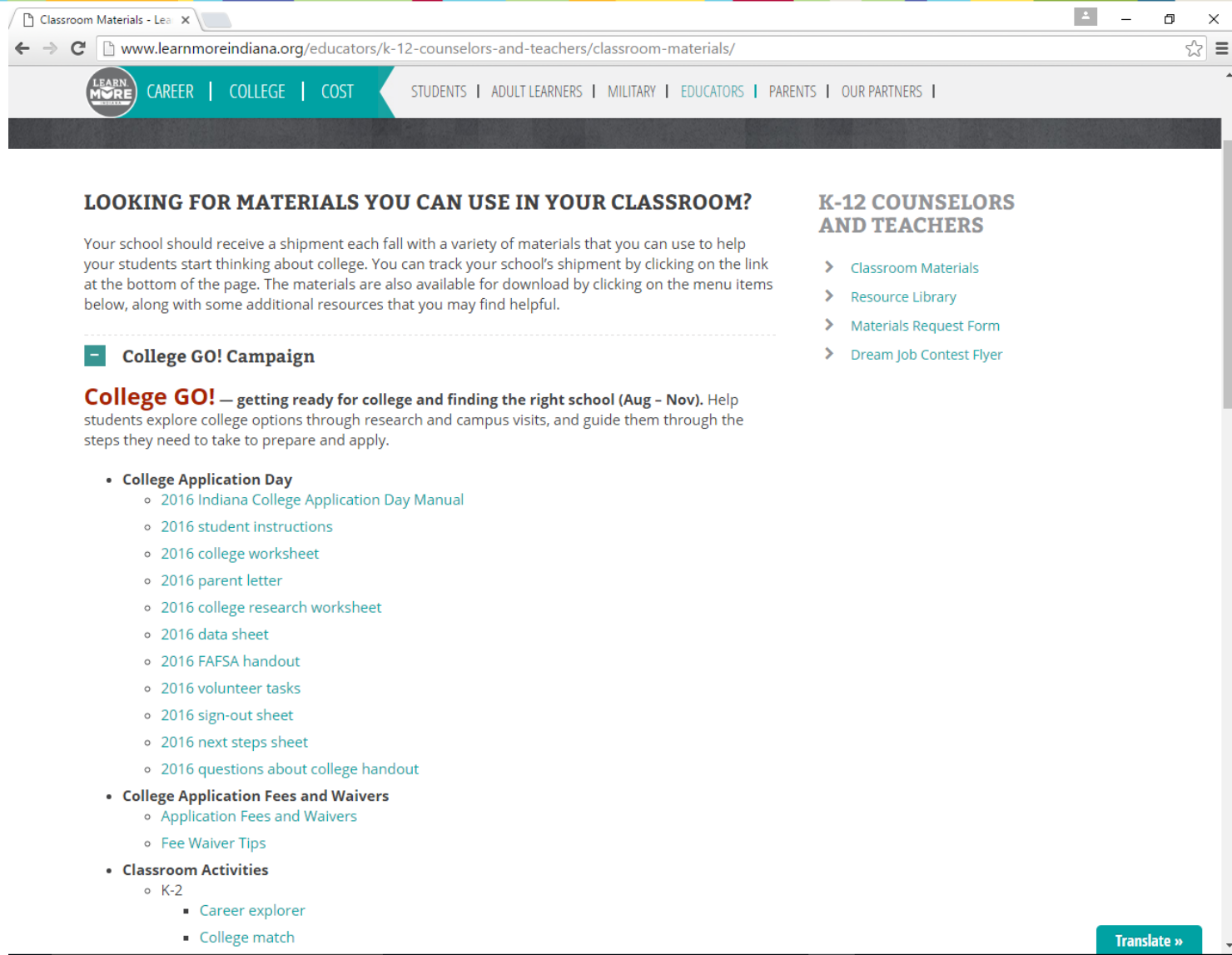
GRADE	REQUIRED ACTIVITIES		
09	Create a Graduation Plan	Participate in an Extracurricular or Service Activity	Watch "Paying for College 101"
10	Take a Career Interests Assessment	Get Workplace Experience ²	Estimate the Costs of College
11	Visit a College Campus	Take a College Entrance Exam (ACT/SAT)	Search for Scholarships ³
12	Submit Your College Application	Watch "College Success 101"	File Your FAFSA

College GO! School Engagement

- School-hosted events and classroom activities
- Social media campaigns
- Statewide kick-off event at Indiana high school
- Student and school contests
- College application fee waivers
- Posters, lesson plans and other materials



College GO! Resources



The screenshot shows a web browser window with the URL www.learnmoreindiana.org/educators/k-12-counselors-and-teachers/classroom-materials/. The page has a navigation bar with links for CAREER, COLLEGE, COST, STUDENTS, ADULT LEARNERS, MILITARY, EDUCATORS, PARENTS, and OUR PARTNERS. The main content area is divided into two columns. The left column is titled 'LOOKING FOR MATERIALS YOU CAN USE IN YOUR CLASSROOM?' and contains a paragraph about classroom materials, a 'College GO! Campaign' section, and a list of resources under 'College Application Day', 'College Application Fees and Waivers', and 'Classroom Activities'. The right column is titled 'K-12 COUNSELORS AND TEACHERS' and contains a list of links: Classroom Materials, Resource Library, Materials Request Form, and Dream Job Contest Flyer. A 'Translate »' button is located at the bottom right of the page.

Classroom Materials - Le... X

← → ↺ www.learnmoreindiana.org/educators/k-12-counselors-and-teachers/classroom-materials/ ☆ ☰

LEARN MORE CAREER | COLLEGE | COST STUDENTS | ADULT LEARNERS | MILITARY | EDUCATORS | PARENTS | OUR PARTNERS |

LOOKING FOR MATERIALS YOU CAN USE IN YOUR CLASSROOM?

Your school should receive a shipment each fall with a variety of materials that you can use to help your students start thinking about college. You can track your school's shipment by clicking on the link at the bottom of the page. The materials are also available for download by clicking on the menu items below, along with some additional resources that you may find helpful.

College GO! Campaign

College GO! — getting ready for college and finding the right school (Aug – Nov). Help students explore college options through research and campus visits, and guide them through the steps they need to take to prepare and apply.

- **College Application Day**
 - [2016 Indiana College Application Day Manual](#)
 - [2016 student instructions](#)
 - [2016 college worksheet](#)
 - [2016 parent letter](#)
 - [2016 college research worksheet](#)
 - [2016 data sheet](#)
 - [2016 FAFSA handout](#)
 - [2016 volunteer tasks](#)
 - [2016 sign-out sheet](#)
 - [2016 next steps sheet](#)
 - [2016 questions about college handout](#)
- **College Application Fees and Waivers**
 - [Application Fees and Waivers](#)
 - [Fee Waiver Tips](#)
- **Classroom Activities**
 - K-2
 - [Career explorer](#)
 - [College match](#)

K-12 COUNSELORS AND TEACHERS

- [Classroom Materials](#)
- [Resource Library](#)
- [Materials Request Form](#)
- [Dream Job Contest Flyer](#)

[Translate »](#)

What's New in 2016?

Earlier FAFSA Filing

- The 2017-2018 FAFSA will be available to students on October 1, 2016, giving them three extra months to file.
- Aligns perfectly with the College GO! campaign and College Application Day events.
- Provides expanded opportunities to help more students complete a FAFSA on time.



Scholar Success Program

- **WHO:** Starts with high school class of 2017.
- **WHEN:** Students must complete all required activities by high school graduation (June 30).
- **HOW:** Students confirm completion of activities online using their ScholarTrack account.



The 2016 College GO! Action Plan

College GO! Webinars

- **The Commission hosted two College GO! webinars discussing 2016 updates and ideas.**
 - High school partners (17 attended)
 - College and university partners (27 attended)
- **College GO! participation ideas included:**
 - Hold College GO! And College Application Day events
 - Promote through earned/social media
 - Coordinator events with local college campuses/high schools
 - Use College Application Day materials in the classroom



College GO! Webinar Results

- **Surveyed high school partners after the webinar to gauge intended participation.**
- **Out of 24 responses:**
 - 7 intend to arrange a college visit
 - 21 intend to incorporate College GO! materials into classroom activities
 - 9 intend to invite college representatives to speak
 - 5 intend to host a College Application Day event
 - 16 intend to promote College GO! On social media



College GO! Webinar Results

- **Surveyed college and university partners after the webinar to gauge intended participation.**
- **Out of 25 responses:**
 - 18 intend to waive application fees
 - 22 plan to promote through earned/social media
 - 15 intend to coordinate events with local schools



College GO! Fee Waivers

- Of the 31 private colleges in Indiana, only 6 charge application fees year round.
- Of the public schools, only Ivy Tech Community College does not charge an application fee.
- Public and private colleges that have fees that are waiving application fees for College GO! Or College Application Day:

DePauw University
Huntington University
Indiana State University
IU East

IPFW
IU Southeast
IU South Bend
Purdue University Northwest



College GO! Kick-off Event

- **WHERE:** Warren Central High School
- **WHEN:** Friday, September 30
- **PURPOSE:** Get all Warren High School Scholars (approximately 1,300) enrolled in ScholarTrack and understand the importance of SSP completion and being a 21st Century Scholar.



College GO! Kick-off Event

2017 High School Graduates

Select Cohort

2017

Select County

Marion

Select Corporation

M S D Warren Township


Select School

Warren Central High School-5361

RISK

 **HIGH** - 50% or below

 **MEDIUM** - 51% to 75%

 **LOW** - 76% and above

STAFF ACCOUNTS

21

STUDENT PROGRESS SUMMARY

85%



Registered for
ScholarTrack

78%



All 9th Grade
Activities
Completed

68%



All 9th-10th
Grade Activities
Completed

22%



All 9th-11th
Grade Activities
Completed



INDIANA COMMISSION for
HIGHER EDUCATION

College GO! Kick-off Event

2018 High School Graduates

Select Cohort

2018

Select County

(All)

Select Corporation

M S D Warren Township


Select School

Warren Central High School-5361

RISK

 HIGH - 50% or below

 MEDIUM - 51% to 75%

 LOW - 76% and above

STAFF ACCOUNTS

21

STUDENT PROGRESS SUMMARY

75%



Registered for
ScholarTrack

64%



All 9th Grade
Activities
Completed

42%



All 9th-10th
Grade Activities
Completed

1%

All 9th-11th
Grade Activities
Completed



INDIANA COMMISSION for
HIGHER EDUCATION

College GO! Kick-off Event

2019 High School Graduates

Select Cohort

2019

Select County

(All)

Select Corporation

M S D Warren Township


Select School

Warren Central High School-5361

RISK

 **HIGH** - 50% or below

 **MEDIUM** - 51% to 75%

 **LOW** - 76% and above

STAFF ACCOUNTS

21

STUDENT PROGRESS SUMMARY

73%



Registered for
ScholarTrack

46%



All 9th Grade
Activities
Completed

1%

All 9th-10th
Grade Activities
Completed

0%

All 9th-11th
Grade Activities
Completed



INDIANA COMMISSION for
HIGHER EDUCATION

College GO! ScholarCorps Involvement

- **All 17 ScholarCorps campuses will:**
 - Host a College GO! event on their campus
 - e.g., fill out a college application or file the FAFSA
 - Host a Scholar Success Day on their campus
 - Help 2017 Scholars meet their SSP requirements
 - Go out into the community/partner with an area high school on the activities above



2016 College GO! Timeline

College GO! Timeline

- **July 22:** Webinar with college partners
- **August 12:** Webinar with high school partners
- **September 26-30:** Kick-off week
- **September 30:** Kick-off event at Warren Central High School
- **October 1:** FAFSA goes live
- **October 21:** College Application Day
- **November 13:** College Goal Sunday



Questions?



INDIANA COMMISSION *for* HIGHER EDUCATION